



Illinois Office of Health Information Technology
Office of Governor Pat Quinn
James R. Thompson Center, 100 W. Randolph, Room #2-201
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Tuesday, October 16, 2012

Consumer Education Workgroup Meeting Notes

In person participants:

Mary Rasmusson	Consultant
Patricia Joseph	Prospex Information
Valerie Brown	Alliance of Chicago
Saroni Lasker	OHIT
Cory Verblen	OHIT
Danny Kopelson	OHIT

Participants via phone:

Theresa Walunas	CHITREC
Elizabeth McKnight	Alliance of Chicago.
Phil McCann	Education/Outreach IL-HITREC
Jennifer Creasey	AARP
Esther Sciammarella	Chicago Hispanic Coalition

Patricia Joseph – Welcome, approval of minutes from the September meeting

Mary Rasmusson – Harris Survey about patient choice and consumer experience with health IT is encouraging. Bottom line is that patients are eager and ready to use health IT a greater than the availability at doctor's offices.

Cory Verblen – Mentioned the new, updated graphic branding of the ILHIE. Explaining that the ILHIE is beginning to on board providers and it is launching now and thus the new look.

Patricia Joseph – Mentioned that the list of Partner Consumer Educators has again been updated.

Mary Rasmusson – Spoke to an informal pilot she and Gina Baxter are doing in regard to using the ONC produced video cartoon to see if various populations in her cyber labs located in underserved communities, mostly elderly populations with disabilities understand its messages. Results to be presented at the next meeting.

Patricia Joseph – Before we begin to create materials to be included in our Toolkit, we need to ask a few key Partner Consumer Educators about the kind of materials they most want to see included in the toolkit. To that end, we will need liaisons from the workgroup to outreach to a few key Partner Consumer Educators for feedback. Danny Kopelson was asked to elaborate on the role of a workgroup member Liaison and the types of questions the liaison might want to ask Partner Educators.

Danny Kopelson – The role of liaison is to contact and be the primary communicator to a specific Partner Consumer Educators. Danny also went through a number of questions to ask Partner Consumer Educators.

Jennifer Creasy – Also add a question as to what communication outlets Partner Consumer Educators have to reach consumers such as websites, e-blasts, newsletters etc.

Elizabeth McKnight – Commented on how she has been asked about patient consent and where that stands now. Cory Verblen mentioned the state was recommending an opt out solution for now and adding granularity when the technology allows. That this would hopefully be presented and voted on shortly. Elizabeth mentioned letting folks know and the importance of having a clear understanding of the “break the glass” option.

Esther Sciammarella – Must educate consumers on all levels. Coordinate with the insurance exchange as there is confusion between it and the health information exchange on the eyes of the consumer. What is the difference between HIX and HIE?

Patricia Joseph – We need to assign a few workgroup members to begin their liaison outreach to Partner Consumer Educators and be prepared to provide feedback at the Nov. meeting so we can begin to prepare the right materials for the Toolkit. If existing materials exist on other websites that are good, we can use them as well. Below is a list of who will outreach to what organization:

- Patricia Joseph – Alzheimer’s
- Esther Sciammarella – Hispanic Network

- Jennifer Creasey – AARP
- Larry Boress – Employee groups
- Danny Kopelson – Behavioral health

Patricia Joseph – Danny will send out a list of questions for the liaisons to ask the Consumer Educators.

Mary Rasmusson – It is important that we help consumers to find physicians with health IT practices. As we are encouraging consumers to “Ask your doctor about health IT” we need to help direct them towards these services. CHITREC has the ability to publish a list of providers who offer health IT by December.

Theresa Walunas – CHITREC is currently surveying providers with EHR’s. It will be developing this community resource on its website. CHITREC wants to support its providers with this extra marketing support. Mary will work with Abel Kho on this project and it will be connected to any consumer outreach the workgroup does.

Valerie Brown – The Health IT Navigator project has begun and she is working on the curriculum. Hopefully Valerie will speak to the program at our next workgroup meeting.

Danny Kopelson – It is important to try to inventory all entities in Illinois that are creating consumer-based health IT materials as to leverage everyone’s efforts and not duplicate efforts. To bring everyone into this workgroup if possible. Perhaps Elizabeth has the best understanding of what is taking place.

Phil McCann – Contact regional HIE’s to see if they are creating consumer materials and if they interested in participating in workgroup.

Danny Kopelson – a creative brief will be used to develop materials for inclusion in the toolkit. It will help everyone to agree on key messaging points. This is important to do prior to beginning the actual creation of materials.

Patricia Joseph – Next steps. Important to develop a timeline for 2013. Suggested the following:

- Liaisons contacting key Partner Consumer Educators (Alzheimer’s, Hispanic Network, AARP, Employee groups, Behavioral health) about Toolkit materials – Nov. 2012
- Toolkit materials list developed by – End of December 2012
- Liaisons to begin to contact all the Partner Consumer Educators by – End of December 2012
- Toolkit completed – End of first quarter of 2013.

- Introduction and implementation of consumer education program to all target educators partners– Q2-4, 2013

Public Comment – none

Meeting was adjourned